

## CONTRACT



KOAT  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

<u>Contract / Revision</u> 944765 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 11651
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 23	KOAT	10/29/12	11/02/12	Action 7 News @ 6p	6-630p		:30			NM	10	\$5,250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				10	\$525.00			
E 25	KOAT	10/29/12	11/02/12	Entertainment Tonight 630-7p	630-7p		:30			NM	10	\$5,200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				10	\$520.00			
E 29	KOAT	10/30/12	11/02/12	Action 7 News @ 1030p	1030-1105p		:30			NM	2	\$800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$400.00			
E 30	KOAT	10/30/12	10/30/12	DWTS	7-8p		:30			NM	1	\$2,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,000.00			
E 37	KOAT	11/01/12	11/01/12	Nightline	1105-1135p		:30			NM	1	\$135.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$135.00			
E 39	KOAT	11/04/12	11/04/12	5-6a	5-6a		:30			NM	1	\$85.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$85.00			
E 41	KOAT	11/04/12	11/04/12	Once Upon A Time	7-8p		:30			NM	1	\$1,390.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,390.00			
E 53	KOAT	11/03/12	11/03/12	Action 7 News @ 5p Sat	5-530p		:30			NM	1	\$225.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision 944765 /		Alt Order #
Contract Dates 10/29/12 - 11/06/12	Product Candidate	Estimate # 11651
Advertiser Heinrich/D/Senate		Original Date / Revision 10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$225.00			
E 64	KOAT	11/02/12	11/02/12	Primetime	8-9p		:30			NM	1	\$1,185.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,185.00			
N 67	KOAT	11/04/12	11/04/12	Action 7 News @ 1030p Sun	1030-1105p		:30			NM	1	\$650.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$650.00			
N 68	KOAT	11/03/12	11/03/12	CASTLE SAT LF	1035P-1135P		:30			NM	1	\$100.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$100.00			
Totals											155	\$63,510.00

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/06/12	155	\$63,510.00	\$53,983.50	\$3,778.85	\$57,762.35
Totals	155	\$63,510.00	\$53,983.50	\$3,778.85	\$57,762.35

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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<u>Product</u> Candidate		
<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Estimate #</u> 11651	
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 25	KOAT	10/29/12	11/02/12	Entertainment Tonight 630-7p	630-7p		:30			NM	10	\$5,200.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				10	\$520.00			
N 29	KOAT	10/30/12	11/02/12	Action 7 News @ 1030p	1030-1105p		:30			NM	2	\$800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$400.00			
N 30	KOAT	10/30/12	10/30/12	DWTS	7-8p		:30			NM	1	\$2,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,000.00			
N 37	KOAT	11/01/12	11/01/12	Nightline	1105-1135p		:30			NM	1	\$135.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$135.00			
N 39	KOAT	11/04/12	11/04/12	5-6a	5-6a		:30			NM	1	\$85.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$85.00			
N 41	KOAT	11/04/12	11/04/12	Once Upon A Time	7-8p		:30			NM	1	\$1,390.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,390.00			
N 53	KOAT	11/03/12	11/03/12	Action 7 News @ 5p Sat	5-530p		:30			NM	1	\$225.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$225.00			
E 64	KOAT	11/02/12	11/02/12	Primetime	8-9p		:30			NM	1	\$1,185.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract / Revision</u> 944765 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Product</u> Candidate	<u>Estimate #</u> 11651
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,185.00			
Totals											152	\$62,235.00

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/06/12	152	\$62,235.00	\$52,899.75	\$3,702.98	\$56,602.73
<b>Totals</b>	152	\$62,235.00	\$52,899.75	\$3,702.98	\$56,602.73

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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## CONTRACT



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3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

<u>Contract / Revision</u> 967606 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/26/12 - 11/06/12		<u>Estimate #</u> 12905
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/31/12	11/05/12	5a A7N More In The AM	5-6a		:30			NM	2	\$300.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	M-W----				2	\$150.00			
N 2	KOAT	10/30/12	10/30/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$400.00			
N 4	KOAT	11/02/12	11/02/12	Good Morning America	7-9a		:30			NM	1	\$300.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$300.00			
N 10	KOAT	10/29/12	10/29/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$175.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$175.00			
N 17	KOAT	10/30/12	10/30/12	Ellen 3-4p	3-4p		:30			NM	1	\$125.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$125.00			
N 19	KOAT	11/02/12	11/02/12	Dr Oz	4-5p		:30			NM	1	\$325.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$325.00			
N 23	KOAT	10/26/12	10/26/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$525.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$525.00			
N 25	KOAT	11/05/12	11/05/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$650.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision		Alt Order #
967606 /		
Contract Dates	Product	Estimate #
10/26/12 - 11/06/12	Candidate	12905
Advertiser		Original Date / Revision
Heinrich/D/Senate		10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$650.00			
N 37	KOAT	10/26/12	10/26/12	Entertainment Tonight 630-7p	630-7p		:30			NM	1	\$500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$500.00			
N 45	KOAT	10/29/12	10/29/12	DWTS	7-10p		:30			NM	1	\$2,300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,300.00			
N 46	KOAT	11/05/12	11/05/12	CASTLE	9-10p		:30			NM	1	\$2,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,500.00			
N 47	KOAT	11/01/12	11/01/12	Action 7 News @ 1030p	1030-1105p		:30			NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$400.00			
Totals											13	\$8,500.00

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	2	\$1,025.00	\$871.25	\$60.99	\$932.24
10/29/12 - 11/05/12	11	\$7,475.00	\$6,353.75	\$444.76	\$6,798.51
Totals	13	\$8,500.00	\$7,225.00	\$505.75	\$7,730.75

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> KOAT-TV      Albuquerque	<b>Date:</b> 10/24/2012
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I, Media Strategies and Research,  
being/on behalf of: Martin Heinrich, a legally  
qualified candidate of the Democratic political  
party for the office of: U.S. Senate  
in the General  
election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Friday, October 26, 2012			Tuesday, November 06, 2012		

**Total Charges: \$8,500.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Wednesday, October 24, 2012

Date

*Arthur A. Allen*

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

*\* [Signature]*

Signature

*Barry*

Printed Name

*General*

Title